

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

July 9, 1998

RJR Account #203290
H. FORTUNIS

SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear :

Attached are **August** orders for *Salem .30¢ Tear Tape* product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you **\$4.75** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162309

Enc. Retail Customer List

Wholesaler Packing Instructions

AUGSAL.DOC

51855 9687

H. FORTUNIS

AUGUST DELIVERY
SALEM TEAR TAPE

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT
DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED*****

PRODUCT PO # N/A

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>3</u>
12300-24195	Full Flavor 100	<u>2</u>
12300-24196	Light	<u>3</u>
12300-24197	Light 100	<u>3</u>

PRODUCT / DISPLAYS ARRIVAL: JULY 27, 1998

SHIP DATE TO RETAIL: WEEK OF: AUGUST 10, 1998

EFT \$ AMOUNT: \$3,570.71

PACKING / SHIPPING PAYMENT \$52.25
(11 (6M) promoted case(s) @ \$4.75).

AUGUST Drive Period 808 / Promotion #800438

PROMOTION DESCRIPTION:

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.**

AUGUST DELIVERY

51855 9688

BPEN5BB3

WORKPLAN VAP TEMPLATE LISTING

PAGE: 15

DATE: 98-06-25

TIME: 09:42 AM

WHOLESALE : 203290 HARRY FOURTUNIS, INC. <DIRECT>
 TEMPLATE : 800438 80800 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT		TOTAL QTY	CHAIN-ID	TAX		SUPPLIER
									M85 QTY	M100 QTY			JURIS		
133005	130769	84 QUIK STOP	5084 ROUTE 17M	NEW HAMPTON	NY	10958	1	2	3	2	8				
133005	179116	QUAKER CREEK	767 PULASKI HWY (GOSHEN	NY	10924	2	1	2	1	6				
133005	600426	A PLUS	68 BROOKSIDE AVE	CHESTER	NY	10918	7	4	6	3	20	0362-0102	NYS		
162210	178194	R&B DELI	37 S MAIN ST	LIBERTY	NY	12754	3	3	3	3	12				
162210	178453	JAMES' GENERAL STOR	PO BOX 346	NAPANOCH	NY	12458	1		1		2				
162210	178872	VALLEY PHARMACY	ROUTE 52	PINE BUSH	NY	12566	4	3	6	4	17				
162210	178902	PERINO'S DELI	ROUTE 6	SLATE HILL	NY	10973	1	1	3	1	6				
162210	485720	WALKER VALLEY GRO	ROUTE 52 BOX 315	WALKER VALL	NY	12588	1		1		2				
162210	641280	GNP PETROLEUM INC	RT 211	MIDDLETOWN	NY	10940		2			2				
162210	704978	HARRY FOURTUNIS	261 NORTH ST	MIDDLETOWN	NY	10940	1	1	1	1	4				
162210	759736	CASPER'S TWO INC.	ROUTE 209 P.O. BO	SUMMITVILLE	NY	12781	1	1	1	1	4				
162210	766926	QUICK STOP VARIETY	P.O. BOX 263 338	MONTICELLO	NY	12701		2			2				
162305	754480	M&M MOBIL, INC.	1000 FLATBUSH RD	KINGSTON	NY	12401	2		3	1	6				
162307	178861	DAIRY MART 632	152 NORTH ST	NEWBURGH	NY	12550	6	1	3	4	14	2757-1100			
162307	178944	PETE'S MARKET	271 WASHINGTON ST	NEWBURGH	NY	12550	2	2	2	2	8				
162307	179019	MIDDLEHOPE GEN STOR	640 ROUTE 9W	MIDDLE HOPE	NY	12550	1	1	1	1	4		NYS		
162307	179174	QUICK DELI	251 STATE ROUTE 1	NEWBURGH	NY	12550	1				1				
162307	209935	ARDONIA GENERAL ST	RT 44-55	CLINTONDALE	NY	12515	1	1	1	1	4				
162307	331060	NORTH PLANK MOBIL	175 N PLANK RD	NEWBURGH	NY	12550	1	1	5	2	9		NYS		
162307	336213	LATIN GROCERY	193 BROADWAY	NEWBURGH	NY	12550	2	2	2	2	8				
162307	340741	A-PLUS #60027	510 BROADWAY	NEWBURGH	NY	12550	1	1	3	1	6	0362-0102	NYS		046458
162307	567459	H.N. OF NEWBURGH, IN	352 BROADWAY	NEWBURGH	NY	12550	1	2			3				
162307	571289	PARTY BEVERAGE, INC.	199 N PLANK RD	NEWBURGH	NY	12550	2	2	2	2	8				
162307	578991	LAHEY'S MIDWAY	264 QUASSAICK AVE	NEW WINDSOR	NY	12553	1	1	1	1	4				
162307	594992	BRIDGE CIRCLE DELI	77 MILTON AVE	HIGHLAND	NY	12528	1	1	1	2	5				
162307	596448	SIDDIQUE PETROLEUM	185 MAIN ST	NEW PALTZ	NY	12561	1	2	6	3	12			913178	
162307	632155	BLUESTAR INT. ENT.	160 NORTH ST	NEWBURGH	NY	12550	2	1	2	2	7				
162307	638321	ONTERIO ENTERPRISES	30 S PLANK RD	NEWBURGH	NY	12550	1	2	1	1	5				
162307	666444	IRELAND CORNERS	551 STATE ROUTE 2	NEW PALTZ	NY	12561	1		1		2				
162307	672417	MARKONIC'S DELI MKT	1191 RT. 9W #28	MARLBORO	NY	12542	1	1	1	1	4				
162307	698921	LAKESIDE CONV DELI	RT 52 & LAKESIDE	NEWBURGH	NY	12550	1	1	1	1	4				
162307	738962	B QUICK SERVICE	362 WINDSOR HWY	NEW WINDSOR	NY	12553	1	1	1	1	4				
162307	767822	UNION ST. DELI&PIZZA	135 UNION ST	MONTGOMERY	NY	12549	1	1	1	1	4				
162307	769211	MIDDLEHOPE DELI INC	626 ROUTE 9W	MIDDLE HOPE	NY	12550	2	2	2	2	8				
162308	178627	SOUTHGATE DELI. AND	658 SOUTH RD	POUGHKEEPSI	NY	12601	1	1	2	2	6				
162308	178726	AMENIA VARIETY	ROUTE 22 & 44	AMENIA	NY	12501	1	1	1	1	4				
162308	307545	9C CENCO	403 VIOLET AVE	POUGHKEEPSI	NY	12601	3	2	2	3	10				
162308	411813	SALT POINT GETTY	BOX 179 RD 1 RT 4	SALT POINT	NY	12578	2	2	2	2	8			922682	
162308	440786	ABC GROCERY	22 DE LAVAL PL	POUGHKEEPSI	NY	12601	2	2	2	2	8				
162308	511360	FOUR STAR WHOLESALE	67 COTTAGE ST	POUGHKEEPSI	NY	12601			1	1	2				
162308	619772	GETTY SERVICE STATI	355 MILL ST	POUGHKEEPSI	NY	12601	15	15	15	15	60				
162308	746373	PMK PETROLEUM BP	340 VIOLET AVE	POUGHKEEPSI	NY	12601	2	2	2	2	8				

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WORKPLAN VAP TEMPLATE LISTING

PAGE: 16
DATE: 98-06-29
TIME: 09:42 AMWHOLESALE : 203290 HARRY FOURTUNIS, INC. <DIRECT>
TEMPLATE : 800438 80800 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	TAX JURIS	SUPPLIER
162308	760276	THREE JAY'S GULF	258 ROUTE 44	SALT POINT	NY	12578			1	1	2			
162309	242620	FAIRFIELD FOOD AND FUEL CORP.		BREWSTER	NY	10509	1	1	1	1	4			
162309	542363	HILTON GIBSON MILLE	208 MACARTHUR AVE	NEW WINDSOR	NY	12553	4	4	5	4	17			
162309	728412	SHIVAM VARIETY INC.	307 MAIN ST	HIGHLAND FA	NY	10928	1	1	1	1	4			
162309	745253	HARRIMAN EXXOM	2 MELODY LANE NOR	CENTRAL VAL	NY	10917	1	1	1	1	4			

PAGE BREAK TOTAL ACCOUNTS 47 TOTAL QUANTITY 88 79 103 82 352

TEMPLATE TOTAL ACCOUNTS 47 TOTAL QUANTITY 88 79 103 82 352

51855 9690

Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS



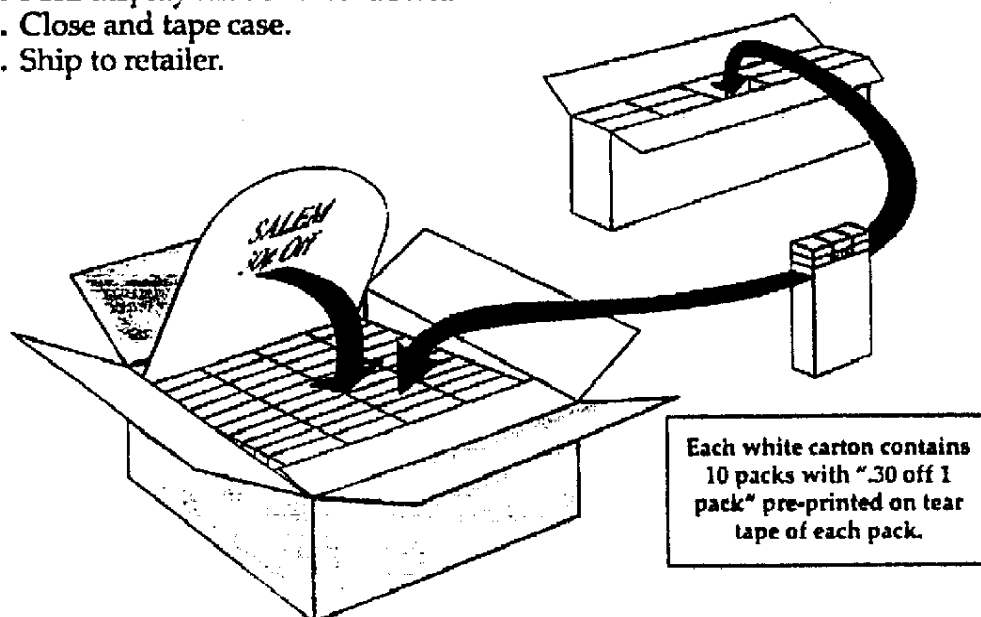
item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

51855 9691

WHOLESALE PACKING INSTRUCTIONS**SALEM TEAR TAPE 3RD QTR.'98****August SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541964

MSA Promotion Reporting Description: SAL_98_30/1_PK_

Brand Style	King	100	LT King	LT 100		
Number of Cartons	Ship Number As Indicated					

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7
6/3/98